

## TELLS PEOPLE HOW TO HELP WIN WAR

U. S. Must Increase the Production of Pork, Says State Food Administrator.

### "EAT LESS CANDY"

Have One Meatless Day a Week and Use Fewer Pastries, Urges Mumford.

Dean F. B. Mumford, of the Missouri College of Agriculture, state food administrator under Herbert Hoover, outlined yesterday what the food administration hopes to accomplish in Missouri. Incidentally, Dean Mumford told, in a few crisp sentences, how every man, woman and child in Missouri can help to win the war. Here are his suggestions:

Have one meatless day a week—preferably Tuesday.

Eat more fish and poultry products. Eat less candy.

Use vegetable fats (for example, cottonseed oil products) in cooking and thereby save butter and lard.

Develop methods of using corn. It is possible to have good wheat bread that will contain 25 to 30 per cent of corn meal. Eat corn muffins and corn cakes.

Use fewer pastries and cakes and thereby conserve wheat, lard and sugar.

Consume more home-grown perishable products and thereby reduce the strain on the railroads.

Make a garden if possible.

### Pledge Campaign to Start October 28.

Dean Mumford, who will have his headquarters in Columbia, is busy now with plans for a conservation pledge campaign that will begin October 28 and last eight days. Originally it was intended to start the campaign on October 21, but at the request of President Wilson it has been postponed a week in order not to interfere with the Liberty Bond campaign. In this nation-wide movement for the conservation of food and the elimination of waste, every person—men and women, old and young—will be asked to sign a general pledge to do his or her share. This is the form of the pledge, which is addressed to the Food Administrator, Washington, D. C.:

"I am glad to join you in the service of food conservation for our nation and I hereby accept membership in the United States Food Administration, pledging myself to carry out the directions and advice of the Food Administrator in the conduct of my household, insofar as my circumstances permit."

This pledge will be circulated in every community in the nation. Blank sheets, like petitions, with the pledge printed at the top, will be carried around by volunteer workers who will solicit signatures. In signing the pledge no financial responsibility will be incurred. As the Missouri sheets are filled in with names they will be sent to Dean Mumford in Columbia. To each signer there will be forwarded a specially prepared card, with the suggestion that he hang it in a front window of his home. This card, which is about 6 by 9 inches, is an attractive certificate of membership in the United States Food Administration. It is printed in the national colors, with a shield of the United States in a circle of golden wheat.

**Each Signer to Get Card.** Furthermore, each signer of the pledge will receive a card, to be hung preferably in the kitchen, containing practical suggestions on methods of saving. There will be special cards for restaurants and hotels, with advice to chefs.

Dean Mumford will appoint a corps of workers to assist in the campaign in Missouri. He has already named M. L. Wilkinson of St. Louis, president of the Scruggs, Vandervoort, Barney Dry Goods Company, as merchants' representative, to take charge of the campaign insofar as it pertains to retail merchandising. All such service will be voluntary; no one will be paid.

"It will not be necessary for the American people to suffer hardship," said Dean Mumford. "All we aim to do is to save the waste. If our 100,000,000 people will save food along the lines suggested, we can save enough not only to provide for the wants of our allies and the neutrals, but to feed ourselves generously."

"There is a world-wide shortage of wheat, meat, fat and sugar. For that reason the American people are being asked to use more corn, to eat less candy, to use vegetable fats for cooking, and to observe at least one meatless day a week."

### Have Substitute for Pure Bread.

"Our home economics department is experimenting now on substitutes for pure wheat bread and for meat and it is in a position to offer valuable advice. Experiments are being made with soybeans, navy beans and cowpeas, all of which can be made to take the place of meat in supplying the necessary protein to the human system. If the war lasts long enough, we may have to resort to such substitutes more and more extensively. That meat is not an absolute necessity is shown in Japan, where soybeans are largely used in its place."

"It will be our aim to encourage home gardening. What can be done in this way to increase production was shown by the campaign last spring. As a result, we had this year a garden acreage in Missouri three times as great as the normal acreage. And a

## Tomorrow's Best Bargains

These bargains are real ones and are changed daily. Buy these goods tomorrow or your chance to get them cheap will be lost.

### The Cheapest Way to Ride.

We give you \$100 for each puncture, \$200 for a blow-out, \$50 for a leaky inner tube, \$25 for any valve trouble. Smile while you ride on Allen Auto Tires. Talk to Mr. Allen. Allen Tires mean more miles for less money.

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M H-25 808 Broadway.

For that afternoon lunch—try our rich, tasty cream puffs. They are baked fresh daily.

B. Gentsch  
Bakery and Confectionery  
G B-25 18-22 N. Ninth St.

Don't forget the Grocerteria when you make that Monday order. You

still further increase can well be made.

"The biggest problem now confronting the National Food Administration is to provide enough pork. Pork is the ideal meat for the soldier, because of the ease with which it can be handled and shipped. We have not nearly enough of it."

### Must Increase Pork Production.

"Since the beginning of the world war, we in America have increased our consumption of pork by 10 or 12 per cent, while the production has slightly fallen off. The high price of beef accounts in part for the increased use of pork. Another reason is that the laboring classes are receiving high wages and are eating more meat than formerly."

"We must increase the production of pork, and at the same time we must see that pork is supplied to the consumer at a reasonable price. To do both these things is a hard task, for the economic tendency is toward

save 15 to 20 per cent on all purchases at the Grocerteria. The Grocerteria is the Hooverized grocery. Phone 888. W M-25

### Monday and Tuesday Specials.

Seaside salmon, 25c value. 20c  
Sunkist pineapple, 30c value. 2 cans 55c  
Child Concani, 20c can. 15c  
Best red salmon, 20c val., 2 cans. 35c  
Sunkist peaches, 30c val., 2 cans. 35c  
Lenox soap, 6c value 5c  
Evergood coffee, 30c value, per lb 25c  
Argo starch, 6c value 5c  
N. Yoest Grocery, 25 N. Eighth St. S Y-25

### Tiger Cleaners

Will press that suit for you. Buy a ticket and get four suits pressed for \$1.00. We do pressing, dyeing and repairing. Buy that ticket tomorrow. Call at 14 N. Ninth or phone 514. T C-25

### Attention, Merchants.

For sale—A wall case and two show cases. All in good shape. A real bargain. W. J. Harney, No. 12 N. Ninth. W J H-27

high prices when there is a demand for greater production. The high prices that farmers have to pay for their corn must be considered. We have to protect the consumer, and at the same time protect the producer. It is a difficult task. In any event, we have got to have the pork."

"There is nothing alarming in the food situation if everybody will do his share to conserve food."

A meeting to outline plans for the campaign in Missouri will be held at Jefferson City Monday by the members of the Patriotic Speakers' Bureau and the chairmen of the county councils of defense.

### Box of Books Sent to Camp Funston.

A box of books was sent yesterday to Camp Funston for the soldiers. The books, which consisted mostly of fiction, were donated by people of the city. They were collected by H. O. Severance, University Librarian, and sent by him to the camp.

## CLASSIFIED ADS.

Half a Cent a Word a Day

### ROOMS FOR RENT

FOR RENT—One nicely furnished room for men, 1117 University Ave., opposite Agricultural Bldg. New brick house. P-28

FOR RENT—One furnished room, single or double. Quiet place. Two minutes' walk from campus. Mrs. Wm. Hughes, 510 Turner Ave. Phone 1002. Black. H-24

FOR RENT—Two large well-furnished rooms. Board next door. Mrs. J. M. Hyde, 513 South 5th. Phone 448-Black. H-25

FOR RENT—Two nice comfortable rooms in Nowell Building. Hot and cold water, steam heat, and light free. Phone 74. W. R. Nowell. WBN-30

### APARTMENTS FOR RENT

FOR RENT—Modern six-room apartment, sleeping porch; private entrance; newly papered; water and heat furnished; 2½ blocks from Broadway, one-half block of West Campus. Phone 850-Black. C-303-tr

### BOARD

BOARD AND ROOMS for men. One double room, \$12; 2 double, \$11 each; one single, \$10; one single, \$6. Jefferson Club, 311 Waugh. J-319tr

### LOST AND FOUND

LOST—Turquoise and pearl pin, somewhere between 1408 Rosemary lane and east end of University avenue. Phone 1228-Black. Reward. F-11

LOST—Light colored Jersey cow with horns, wearing a black halter, Saturday morning. If found notify 480-Red.

LOST—White fur necktie, between 600 South 9th and Broadway, last Saturday night. Reward for return to 600 South 9th St. R-21

FOUND—A fountain pen. Same will be returned to owner upon description of property and payment of this advertisement. Inquire of P. H. Ross, 204 Agr. Bldg. R-23

LOST—Small sized Conklin fountain pen. Finder please call 167-White. A-24

LOST—Delta Tau Delta fraternity pin, G. P. Moore engraved on the back. M-27

### TEACHERS WANTED

TEACHERS WANTED—Good positions are reported every month in the year. Mid-year graduates enroll now. Write for blank and booklet. Central Educational Bureau, St. Louis, Mo., W. J. Hawkins, Mgr. F. S. 6-15

FOR our varied calls. Many war vacancies. Missouri Teachers' Agency, Kirksville, Mo. M-311tr

### MISCELLANEOUS

WANTED—A boy to take care of furnace

and do light chores around the house for his room. Phone 1075-White. D-18tr

WANTED—Reliable salesman for good steady position. Call on Garages, Stores, Factories in this territory. Good pay for right man. Milwaukee Tank Works, Milwaukee, Wisconsin. T-25-26

WANTED—Several young lady solicitors for Columbia. Good salary, pleasant work. Address G, care of Missourian. G-27

Miss Margaret Drescher and Miss Emily Price will start a dancing class Thursday, Oct. 11. Phone 629 or 604 for information. P-27

WANTED—Live fraternity man to represent wholesale coffee house. \$30 to

\$40 monthly commissions possible. Address Burr-Jones Coffee Company, Omaha, Neb. N-24

WANTED to hear from owner of good farm for sale. State cash price, full description. D. F. Bush, Minneapolis, Minn.

WANTED—A boy to take care of furnace for his room. 515 South 6th st. G-11

TAKEN from the coatroom in the University library, an overcoat, medium weight. Five dollars reward if returned to owner, J. C. Wise.

WANTED—Young man to care for furnace in exchange for room. Phone 1319. R-23tr

## W. F. DELP

NOW HANDLES

### ELMER'S CHOCOLATES

This up-to-date store has just been appointed agent of the famous Elmer's Chocolates in Columbia. From now on these fine candies may be obtained at this store. By this arrangement this confectionery is able to offer its customers the best candy on the market, fresh by express every day and the manufacturers of Elmer's Fine Candies obtained one of the leading stores of the city to represent them.

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